



CITY OF WAUKESHA

Administration

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Committee: Parks, Recreation and Forestry	Date: 3/25/2019
Common Council Item Number: ID#19-0436	Common Council Meeting Date: Click here to enter a date.
Submitted By: Ron Grall WPRF Director / Karen Richards, WPRF SPARS Coordinator	City Administrator Approval: Kevin Lahner, City Administrator KL
Finance Department Review: Rich Abbott, Finance Director RA	City Attorney's Office Review: Brian Running, City Attorney BR
Subject: Approval and authorization of contract between City of Waukesha and The Park Foundation of Waukesha, Inc. for beverage services at Cutler Park for the Tribute Tuesday Concert Series and Carl Zach Cycling Classic Event.	

Details:
 Waukesha Parks, Recreation & Forestry plans the Tribute Tuesday Concert Series in Cutler Park and the Carl Zach Cycling Classic, which includes a concert at the Les Paul Performance Center in Cutler Park. The tribute concerts take place on the second Tuesday of June, July, August, and September. The Carl Zach Cycling Classic takes place on Sunday, June 23. For enhancement of the events, staff is requesting approval of the contract to allow The Park Foundation of Waukesha to sell beverages, including fermented malt beverages and wine, during the concerts. Proceeds from the sales benefit the Park Foundation, which in turn benefits City of Waukesha parks.

Options & Alternatives:
 Alternatives include not allowing beverage sales during the concerts, which could adversely affect attendance and success of the concerts.

Financial Remarks: Tribute Tuesday concerts and the Carl Zach concert are funded by sponsor dollars. Using proceeds from last year Tribute Tuesday and Carl Zach concerts, The Park Foundation of Waukesha, Inc. is sponsoring one Tribute concert and the Carl Zach concert. The cost of the Tribute concert series is anticipated to be \$16,000 and will be paid out of account 5971-53959. Expected revenues to account 5971-48501 are \$16,000. Cost of the Carl Zach concert is expected to be \$750 and will be paid from account 5993-53957. Carl Zach revenue account is 5993-48501.

Executive Recommendation: Recommend approval of the agreement between City of Waukesha and The Park Foundation of Waukesha, Inc. and authorize the Mayor to enter into the agreement.

